

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. ET883325004US, in an envelope addressed to: Box Non-Fee Amendment, Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: February 20, 2003 Signature: *Naomi Serbantez*

(Naomi Serbantez)

#11/B N  
Lowman  
2-28-03

Docket No.: HO-P02014US0  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Charles B. Forsythe, et al.

Application No.: 09/650,299

Group Art Unit: 2622

Filed: August 29, 2000

Examiner: Not Yet Assigned

For: METHOD AND SYSTEM FOR SELECTING  
AND PURCHASING MEDIA ADVERTISING

**REPLY AFTER FINAL**

**Box AFTER FINAL**  
Commissioner for Patents  
Washington, DC 20231

**RECEIVED**  
FEB 26 2003  
**GROUP 3600**

Dear Sir:

In response to the final Office action dated December 31, 2002, please consider the following remarks.

**REMARKS**

Claims 1-16 stand finally rejected. Favorable reconsideration and allowance of Claims 1-16 are respectfully requested in light of the following remarks.

**Rejections Under 35 U.S.C. § 103(a)**

The Examiner has rejected Claims 1-16 under 35 U.S.C. § 103(a) as being unpatentable over the Miller reference (U.S. Patent No. 6,338,043) in view of the disclosed art at page 3, line 31 – page 4, line 1 of the specification, specifically BuyMedia.com. The Examiner's rejection is respectfully traversed.

To establish a *prima facie* case of obviousness, all of the limitations recited in the subject claim must be taught or suggested in the prior art. *In re Royka*, 180 U.S.P.Q. 580 (C.C.P.A. 1974). With respect to the rejected claims in this case, it is respectfully submitted